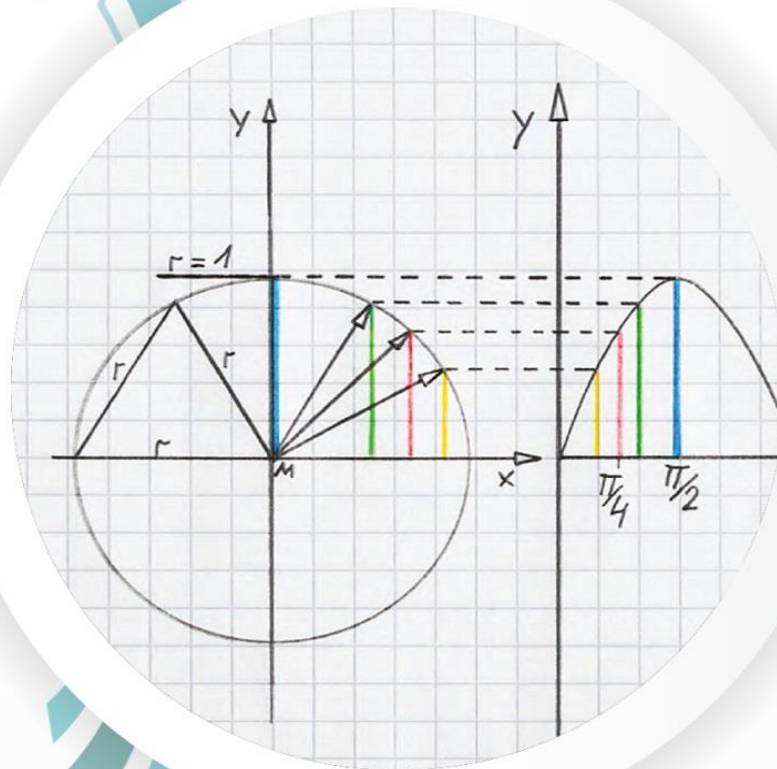


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## THE ROLE AND CHARACTERISTICS OF FINANCIAL RELATIONS IN THE DEVELOPMENT OF THE TOURISM MARKET IN OUR COUNTRY

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**Abstract** this article reveals the theoretical aspects of the concepts of "Market", "Tourism Market" and "Services Market". Also, the opinions of various economists on these economic terms are cited, and the theoretical opinions on these terms are highlighted by the author.

**Keywords:** market, service market, tourism market, tourism, tourism infrastructure, guest houses, hotels, sports services, tourist services, quality of services , personnel in the field of tourism .

When studying the socio-economic content and theoretical issues of the concepts of "Market", "Service market" and "Tourism market" in the conditions of innovative economy, first of all, what is the market? What is the tourism market? We found it desirable to get answers to these questions. It is known that many economists have expressed their different concepts of the concept of "Market". In particular, Professor F.K. Kamilova to the "Market" category:

"The market is a set of all sellers and buyers participating in the exchange of goods and services. For a marketing expert, the market is a set of specific buyers who can buy a specific product 1, Z. Akbarova defined that " the market is a multi-faceted and multi-component mechanism subject to the law of supply and demand, and the movement of the market mechanism is manifested mainly in the processes of action



that determine the state of the market and its pace of development."2M. Rasulov defines the concept of "Market" as follows:

"The market is considered as a simple trading place, and it is understood as a place and process of alienation, exchange of goods between the seller and the buyer. 3" In the National Encyclopedia of Uzbekistan, in addition to the definition given to the term "Market", the structural structure of the market is discussed in detail 4. According to it, the market object is considered to be useful goods and services, and the subject is the market participants, which can include firms, households, state organizations and agencies, and others. Market participants usually enter into relationships for the exchange of goods and services in monetary terms. Trade relations with goods in the market are usually carried out according to the laws of commodity production, commodity exchange and money circulation. Market participants have the status of sellers and buyers. Two processes take place in the market. One is the sale of goods, in which the goods are exchanged for money (ie T-P), and the other is the purchase of goods, that is, the exchange of money for goods (ie P-T).

Thus, although the definitions given to the term "Market" are different, we can see that they are close to each other in terms of content and essence. As can be seen from the table data, although the concept of views given to the concept of "Market" is different, we also see that the definitions given by some of our scientists are exactly similar to each other. For example, Kamilova F.K. the definition given by Karshiev R.Q. and Kamilovalar N.A. to the definition given by, and the definition given in the National Encyclopedia of Uzbekistan, Olmasov A. and Vahobov A. we can see that it is close to the definition given by.

So, based on the above definitions, we can see the concept of "Market" from two points of view. These are:

1. Market - economy as a managing entity.

2. Market as an economic category. If we to the concept of "Market" economy if we look at it as a driving entity, it is in it goods (works, services) coming from



production to sale processes the eye to us will come If if we look at the concept of "Market" as an economic category, then the concept of "Market" . Contains the following categories to be need will be: demand and offer;

- bought and sold process;
- circulation of goods ( works , services );
- buyers and sellers to meet place

So, to the term "Market" given from the definitions based on common way to him definition giving" The market is demand ." and subject to the law of supply different goods ( services, works ) with the manufacturer consumers, that is sellers with buyers between mutually exchange process representing economic relations complex" .It is known markets , different district b dead to them service market , labor market , stock market and our display of others can. In our country today's in the day the most current from issues one this service show and development of the service sector is the issue.

From this based service - of the market one piece tourism market - and his main directions in detail Studying is an important profession is enough. Tourism market and his main directions will learn we are \_ of course again expert scientists by given to the concept of different views stopping let's goIn particular, Professor F.K. Kamilova to the tourism market so definition provides : "Tourism market wide in a sense touristic the product bought -sold deals ( tours , separate tourism services or tourists for goods ) into passable the place means 5".

That's it mean catch should be shown deals are always fixed in the place being does not pass . For example , tourist reception areas tour operators or staying in hotels it can also pass . These are seller and buy of recipients themselves directly participation without ( example by telex, telegram, fax, phone call or check ) increase can Because it is touristic the market is not clearly defined in terms of territory will be Tourism market tourist products seller and buy receivers, i.e. tourists, travel agencies , tour operators between economic of relationships appear to be and even more as an area of tourism product sales wide describe can G.A. Yakovlev in his



study guide to the tourism market gave in the definition: "Tourism market is tourist product consumer with between the manufacturer of general economic relations known in the circle appear to be said , then sale of tourist products process to organize - demand and of the offer merger done will increase 6," he said definition gives - Tourist through this process services to money is exchanged and on the contrary Each – tourism product manufacturer and \_ of the consumer own interests and needs , and these interests or needs to each other suitable sale of tourist products due to arrival process done increases.

That's why and the market for it with the manufacturer interests (needs) of the consumer to each other suitable on arrival main is a tool. L.P. Voronkov said, "The tourism market is touristic services within done to be increased in different forms exchange market being , then demand and to the proposal based on the goods without leaving the scope of the law organization of production 7 shows.

So the above In addition to the definitions, we also define the tourism market as follows we give possible: The tourism market is manufacturer of tourism products and consumers ,sellers and buyers between bought and sold set of processes being , then demand and offer elements each other with suitable and without going beyond the scope of the established law , this economic relations in the trade of tourist products is a generalization.

So, the tourism market these « goods and services market named services are an independent part of a comprehensive concept and goods only tourists by is consumed . Tourism market to himself special feature in it specific one of the services to the person or known is that it is fixed to a group . To us It is known that industry production goods \_ and services from where they are produced to consumption to the place reached from arrival after consumed , touristic goods and services to be consumed while consumer to where they are produced delivered demand will be done.

Tourism market subjects private enterprises, as well as the state and joint ventures input can Tourism market another service show of circles segments as an



economic object state and managed by producers of tourism products .Tourism market Tourist products look different have will be Touristic the product is this enterprises by in the market offer cleaning possible the following three main covering the offer to be can 8:1.Tours are a set of services (accommodation, catering, transport, household, tourist, excursion, cultural, etc.) serving the main purpose of travel.2.Various types of tourist-excursion services provided by tourist enterprises can also be included in the form of tourist products.3.Tourist souvenir goods ( cards , postcards , souvenirs , tourist supplies and h . k .l ar ) a piece of tourist product \_ organize is enough They are unique and unique, immortal , permanent to live died on the spot of goods organize to find can Touristic ma h sulat's exactly here that's it to the name of qtourists big mabla g'spends Trade relations in the field of tourism cannot be defined in isolation from other indicators of the general economic policy.

Because many factors of the development of tourism depend on these signs. Trade relations of the tourist enterprise will be aimed at improving the economic indicators of the activity and improving the quality of service, responding to the content of its economic activity. When considering the process of establishing and implementing trade relations in the field of tourism, it is necessary to indicate the following main signs:

- of tourism trade in politics objects ;
- of tourism trade in politics consumers ;
- tourism trade of politics what sad and tools.

Touristic in the market trade of politics organs -enterprises , associations and are organizations. Tourism trade policy done increasing elements and different districts being their each one touristic of services consumers with one q ator offer and demand of the parties interests h symbol it will In tourism trade of relations what sad \_ of enterprises activity show types from ji h atiIt is different . Tourism trade of politics objects own \_ ma q sadi reach forshow activity \_ \_ provider own tools he must die. Such to tools while different administrative and i q temporally factors input



can Trade relations in tourism considered here are certainly known based on directions.

Thus, the Republic of Uzbekistan tourist destinations developed by the state tourism development committee serve as the main destinations of the tourism market and create the framework of the tourism market.

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